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FEB 11 1944

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**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 11, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing For a Few Months	EXHIBIT: "U.S. NAVY - PAST AND PRESENT" A collection of 400 miniature models representing every type of vessel in today's fleet. Also special features on salvaging, naval training, etc., and demonstrations by Navy personnel and Waves. Public invited, free. Publicity: Clinton Thomas, GI. 6-2075.	N. Y. MUSEUM OF SCIENCE & INDUSTRY	30 ROCKEFELLER PLAZA
Now Showing	SERIES OF ROOM SETTINGS Decorating rooms for small and large apartments in traditional and modern styles, to give ideas to spring refurnishers. Public and press invited. Publicity: Alice Hutton, WI. 7-7000.	JAMES MCCREERY	INTERIOR DECORATING DEPT., 3RD FLOOR
Friday Feb. 11	BIGGEST DOG SHOW IN THE WORLD	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Saturday Feb. 12	More than 50,000 persons are expected to attend this 2 day show. Admission for spectators, \$1.65. Press by invitation. Publ.: Mrs. Kelley, PL. 5-8592.		
Friday Feb. 11- Feb. 18	CLASSIC FASHIONS IN MIN- IATURE WINDOW DISPLAY Miniature working models of Greek Revival period tieing up current fashions with Empire furniture and demonstrating the cultural link of clothes, interior decoration and window display. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Feb. 12	LINCOLN'S BIRTHDAY (Saturday)		
Saturday Feb. 12 2:30 P.M.	ANNUAL BOY SCOUT FLAG PRESENTATION 44 Boy Scout Troops organized in 1943 will attend the Flag Presentation by Abraham & Straus at which top officials of Brooklyn Boy Scout organizations and members of the Armed Forces will speak. On Saturday, Feb. 19th, a similar performance will be held for the Brooklyn Girl Scout Troops. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	EAST BUILDING 7TH FLOOR
Sunday Feb. 13 4:00 P.M.	"LADY IN THE DARK" FASHION SHOW Press and servicewomen invited to see gala fashions from this fantasy movie opening Feb. 22nd at the Paramount Theatre. Commentator, Arlene Francis; fashions modeled by Phyllis Brooks and Mary Philips; creations of Edith Head and a few special designers. Publicity: Eleanor Lambert, PL. 5-8580.	PARAMOUNT PICTURES	WOMEN'S MILITARY SERVICES CLUB 451 MADISON AVENUE
Sunday Feb. 13	INTENSIVE SPRING HAT PROMOTION Dallas, Texas launches its spring millinery for the retail trade 1 month ahead of N.Y. Reason: seasons come earlier there. Just before Easter the	DALLAS MILLINERY COUNCIL	DALLAS DEPARTMENT STORES

(Continued on following page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

summertime climate begins, thus giving Dallas stores 2 opportunities to sell a woman a hat within what we call one season. Higher priced hats from \$12.50 upward are being urged on Dallas customers. Dallas is the city whose dept. stores' sales are far ahead of any other city in the U. S.

WEEK BEGINNING MONDAY, FEBRUARY 14, 1944

Feb. 14	ST. VALENTINE'S DAY (Monday)		
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Monday	BUTTERICK PATTERNS'	JAMES McCREERY	FABRIC DEPARTMENT
Feb. 14	FASHION FORUM		3RD FLOOR

Tuesday	A series of informal talks by Kathryn Maillefert, fashion director for Butterick. Open to public and press at 10:30 A.M. and 2:30 P.M. daily except Monday. Publicity: Alice Hutton, WI. 7-7000.		
Feb. 15			

Monday	VALENTINE BRIDAL	THE TAILORED WOMAN &	ST. REGIS HOTEL
Feb. 14	FASHION SHOW	VAN CLEEF AND ARPELS	IRIDIUM ROOM
1:00 P.M.	A romantic presentation of bridal fashions, entitled "Mother, Daughter and Diamond Ring," featuring diamond jewelry and gowns for the bride, her mother and grandmother, the bridegroom's mother and the little flower girl. New ways to combine custom-made and ready-to-wear fashions for highly individual weddings. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Charlotte Parker, N. W. Ayer, CI. 6-0200.		
Luncheon			

Monday	EXHIBIT: CENTURY OF	METROPOLITAN	5TH AVE. AT 82ND ST.
Feb. 14	POLISH PAINTINGS	MUSEUM OF ART	BALCONY
2:30 P.M.	50 Paintings lent by American collectors, presented through the cooperation of the Polish Government. Press preview, Monday, Feb. 14, 2:30 P.M. Open to public Feb. 16. Publicity: Charlotte Hughes, RH. 4-7690.		
Through			
Mar. 19			

Monday	PRESS PREVIEW:	SAKS 34TH STREET	SUIT DEPARTMENT
Feb. 14	SPRING SUIT SHOWING		4TH FLOOR
3:00 P.M.	A selection of smart Spring Suits. Press by invitation. Publicity: Florence Epstein, LA. 4-7000.		

Tuesday	TEEN-AGE STYLE	JANE ENGEL	RITZ CARLTON HOTEL
Feb. 15	PRESENTATION	(1025 MADISON AVE.)	OVAL ROOM
1:00 P.M.	A showing of teen-age fashions. Open to public. Press by invitation. Luncheon a la carte. Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Luncheon			

Tuesday	PREVIEW: LARGE EXHIBIT	MUSEUM OF MODERN ART &	11 WEST 53RD STREET
Feb. 15	MODERN DRAWINGS	ART INSTITUTE OF CHICAGO	2ND FLOOR GALLERIES
2:00 P.M.	A very important exhibit including drawings by Cezanne, Picasso, Van Gogh, Renoir, Rodin, Maillol, Matisse, Bellows, Chagall and Tchelitchev. Open to public Feb. 16. Publicity: Sarah Newmeyer, CI. 5-8900.		
Through			
Apr. 16			

Tuesday	PRESS PREVIEW & PRIVATE	LILLY DACHÉ	PENTHOUSE
Feb. 15	MILLINERY SHOWING		78 EAST 56TH STREET
2:30 P.M.	Press strictly by invitation at 2:30 P.M.; customers show goes on at 5 P.M. A Daché showing can always be depended upon for surprises and trendmakers. Publicity: Eleanor Lambert, PL. 5-8580.		

Tuesday	MARCH ISSUE FEATURES	WOMEN'S REPORTER	EMPIRE STATE BUILDING
Feb. 15	DALLAS MARKET		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 15	RESTAURANT CONFERENCE	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVENUE AT 33RD ST.
Wednesday Feb. 16	There will be 100 or more store restaurant managers to hear programs on "Government Food Rationing", "Personnel and Training", "Operation and Service", "Food Economies and Ideas" and "Planning Future Operations". Publicity: Edw. S. Hoyt, FE. 6-2155.		
Wednesday Feb. 16 9:15 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS AT BREAKFAST A representative collection of Spring Fashions to be reviewed by the press at Breakfast, by invitation. Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO., INC.	EXECUTIVE DINING ROOM 13TH FLOOR
Wednesday Feb. 16 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: "THE YEAR'S AT THE SPRING" A collection of early and late Spring fashions. Open to public. Luncheon a la carte. Press by invitation. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	FRANKLIN SIMON & CO.	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Feb. 16 3:00 P.M.	SPRING FABRICS FASHION SHOW How to individualize a wardrobe by selecting interesting colors, fabrics and styles, will be demonstrated in this fabric show. Especially planned for young girls, career girls, homemakers and the bride. Press and public invited. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER HOME STORE	FABRIC DEPARTMENT 5TH FLOOR
Wednesday Feb. 16 3:45 P.M.	"SODA-FOUNTAIN" FASHIONS The popularity of the corner drug store now gives it new fashion importance for teen-agers. This provides the theme for the McCall Patterns, with Namm's collaboration, in a fashion show and party for teen-agers. Press and public invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Thursday Feb. 17 11:30 A.M.	PRESS SHOWING: CUSTOM MADE COLLECTION A small dramatic collection of Spring models especially designed for this showing. Press, by invitation. Contact: Zoé De Salle, PL. 3-0396.	ZOÉ DE SALLE	SALON 18 EAST 53RD STREET
Thursday Feb. 17 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Mrs. Pleasants Pennington presents Dresses and Hats for Town and Country. Open to public. Press by invitation. Luncheon \$2. Chez Rosette Publicity: Mrs. Pennington, PL. 8-2460. Plaza Publicity: Alma Zaiss, PL. 3-1740.	CHEZ ROSETTE (10 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM

#### PRESS OPENINGS OF THE "BIG 6" CUSTOM-MADE COLLECTIONS

The showings of the custom-made Dress Collections of the "Big 6" are open only to those members of the Press who have been notified and invited.

Thursday... Feb. 17	<u>JAY THORPE</u> At 3:00 P.M.	24 WEST 57TH ST.	PUBL.: MURROW McCURNIN	CI. 7-4300
Thursday... Feb. 24	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 5TH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday.... Feb. 28	<u>SAKS 5TH AVENUE</u> At 3:00 P.M.	611 5TH AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday.... Feb. 29	<u>MILGRIM'S</u> At 10:30 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday.. Mar. 1	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Thursday... Mar. 2	<u>BONWIT TELLER</u> At 3:00 P.M.	721 5TH AVE.	PUBL.: JUNE CLARK	EL. 5-6800



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 18 10:30 A.M. (New Date)	PREVIEW OF SPRING MILLINERY Showing of Bendel Hat Originals not to be missed. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Saturday Feb. 18 10:30 A.M.	"CALLING ALL GIRLS" MEETING This is a spring preview of teen-age fashions, with a surprise feature for the teen-agers. They and their parents are invited. The press, also. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	COLONIAL ROOM 3RD FLOOR
Friday Feb. 18 3:15 P.M.	COOKING SCHOOL "POINT SAVERS" Another in this instruction-lecture series by Elsa Steinberger of the Brooklyn Union Gas Co., offering cooking suggestions to the home-woman baffled by ration points and rising prices. Public and press invited, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Feb. 19- Feb. 26	SEW AND SAVE WEEK The 6th annual promotion of piece-goods, patterns and allied notions for the purpose of teaching women how they can care for their own clothes. President, Sew and Save Week, Henry B. Osmer. All leading department stores, store groups, wholesale companies and the Red Cross will take part in this event which is supported by window displays and interior displays in the stores. Contact: National Needlecraft Bureau, LE. 2-4455.	NATIONAL NEEDLE- CRAFT BUREAU	385 5TH AVENUE
Monday Feb. 21 1:00 P.M. Luncheon	ADVANCE SPRING FASHION SHOW Public will have an early look at pre-Easter Fashions. Press by invitation. Luncheon from \$1.85. Milgrim's Publicity: Ruth Waltz, CI. 7-7200. St. Regis Publicity: Mary Alice Rice, Director, Fashion Shows, PL. 3-4500.	MILGRIM'S (6 WEST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Tuesday)		
Wednesday Feb. 23 <del>1:00 P.M.</del> 3:00 P.M.	PRESS PREVIEW, CUSTOM- MADE COLLECTION (Large as - 2 d - or - 10 - 12 - 14 - 16 - 18 - 20 - 22 - 24 - 26 - 28 - 30 - 32 - 34 - 36 - 38 - 40 - 42 - 44 - 46 - 48 - 50 - 52 - 54 - 56 - 58 - 60 - 62 - 64 - 66 - 68 - 70 - 72 - 74 - 76 - 78 - 80 - 82 - 84 - 86 - 88 - 90 - 92 - 94 - 96 - 98 - 100 - 102 - 104 - 106 - 108 - 110 - 112 - 114 - 116 - 118 - 120 - 122 - 124 - 126 - 128 - 130 - 132 - 134 - 136 - 138 - 140 - 142 - 144 - 146 - 148 - 150 - 152 - 154 - 156 - 158 - 160 - 162 - 164 - 166 - 168 - 170 - 172 - 174 - 176 - 178 - 180 - 182 - 184 - 186 - 188 - 190 - 192 - 194 - 196 - 198 - 200 - 202 - 204 - 206 - 208 - 210 - 212 - 214 - 216 - 218 - 220 - 222 - 224 - 226 - 228 - 230 - 232 - 234 - 236 - 238 - 240 - 242 - 244 - 246 - 248 - 250 - 252 - 254 - 256 - 258 - 260 - 262 - 264 - 266 - 268 - 270 - 272 - 274 - 276 - 278 - 280 - 282 - 284 - 286 - 288 - 290 - 292 - 294 - 296 - 298 - 300 - 302 - 304 - 306 - 308 - 310 - 312 - 314 - 316 - 318 - 320 - 322 - 324 - 326 - 328 - 330 - 332 - 334 - 336 - 338 - 340 - 342 - 344 - 346 - 348 - 350 - 352 - 354 - 356 - 358 - 360 - 362 - 364 - 366 - 368 - 370 - 372 - 374 - 376 - 378 - 380 - 382 - 384 - 386 - 388 - 390 - 392 - 394 - 396 - 398 - 400 - 402 - 404 - 406 - 408 - 410 - 412 - 414 - 416 - 418 - 420 - 422 - 424 - 426 - 428 - 430 - 432 - 434 - 436 - 438 - 440 - 442 - 444 - 446 - 448 - 450 - 452 - 454 - 456 - 458 - 460 - 462 - 464 - 466 - 468 - 470 - 472 - 474 - 476 - 478 - 480 - 482 - 484 - 486 - 488 - 490 - 492 - 494 - 496 - 498 - 500 - 502 - 504 - 506 - 508 - 510 - 512 - 514 - 516 - 518 - 520 - 522 - 524 - 526 - 528 - 530 - 532 - 534 - 536 - 538 - 540 - 542 - 544 - 546 - 548 - 550 - 552 - 554 - 556 - 558 - 560 - 562 - 564 - 566 - 568 - 570 - 572 - 574 - 576 - 578 - 580 - 582 - 584 - 586 - 588 - 590 - 592 - 594 - 596 - 598 - 600 - 602 - 604 - 606 - 608 - 610 - 612 - 614 - 616 - 618 - 620 - 622 - 624 - 626 - 628 - 630 - 632 - 634 - 636 - 638 - 640 - 642 - 644 - 646 - 648 - 650 - 652 - 654 - 656 - 658 - 660 - 662 - 664 - 666 - 668 - 670 - 672 - 674 - 676 - 678 - 680 - 682 - 684 - 686 - 688 - 690 - 692 - 694 - 696 - 698 - 700 - 702 - 704 - 706 - 708 - 710 - 712 - 714 - 716 - 718 - 720 - 722 - 724 - 726 - 728 - 730 - 732 - 734 - 736 - 738 - 740 - 742 - 744 - 746 - 748 - 750 - 752 - 754 - 756 - 758 - 760 - 762 - 764 - 766 - 768 - 770 - 772 - 774 - 776 - 778 - 780 - 782 - 784 - 786 - 788 - 790 - 792 - 794 - 796 - 798 - 800 - 802 - 804 - 806 - 808 - 810 - 812 - 814 - 816 - 818 - 820 - 822 - 824 - 826 - 828 - 830 - 832 - 834 - 836 - 838 - 840 - 842 - 844 - 846 - 848 - 850 - 852 - 854 - 856 - 858 - 860 - 862 - 864 - 866 - 868 - 870 - 872 - 874 - 876 - 878 - 880 - 882 - 884 - 886 - 888 - 890 - 892 - 894 - 896 - 898 - 900 - 902 - 904 - 906 - 908 - 910 - 912 - 914 - 916 - 918 - 920 - 922 - 924 - 926 - 928 - 930 - 932 - 934 - 936 - 938 - 940 - 942 - 944 - 946 - 948 - 950 - 952 - 954 - 956 - 958 - 960 - 962 - 964 - 966 - 968 - 970 - 972 - 974 - 976 - 978 - 980 - 982 - 984 - 986 - 988 - 990 - 992 - 994 - 996 - 998 - 1000)	CHEZ NINON	SALON 785 5TH AVENUE
Wednesday Feb. 23 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW SPRING SUIT PICTURE Tailored and dressmaker suits to show the trend from the man-tailored to the softer, dressmaker suit. Luncheon a la carte. Open to public. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Bureau of Fashion Trends, WI. 7-7476. Waldorf Publ.: Ted Saucier, EL. 5-3000.	RUSSEKS 5TH AVENUE AND BUREAU OF FASHION TRENDS	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Feb. 23 2:30 P.M.	SPECIAL PRESS SHOWING ORIGINAL MILLINERY MODELS Press strictly by invitation. Publicity: Josephine Hughes, WI. 2-2600.	HATTIE CARNEGIE	711 FIFTH AVENUE
Thursday Feb. 24 1:00 P.M. Luncheon	UNUSUAL ACCESSORY COLLECTION Stressing hand bags, gloves, famous Jensen silver jewelry and other fashion innovations. Open to public. Press by invitation. Luncheon \$2. Jensen Publ.: Rosemary Sheehan, CO. 5-3147. Plaza: Alma Zaiss, PL. 3-1740.	GEORG JENSEN (667 5TH AVE.)	PLAZA HOTEL PERSIAN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 24	BERGDORF GOODMAN'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
Thursday Feb. 24 3:00 P.M.	FASHION SHOWING OF SPRING SUITS A comprehensive picture of stroller suits, cardigans, boleros and others in the spring style scene. Press and public invited. Publicity: Ruth Le Bron, WI. 7-8200.	OPPENHEIM COLLINS	SUIT DEPARTMENT 3RD FLOOR
Sunday Feb. 27	NEW RATION TOKENS IN EFFECT Hand-bag manufacturers preparing Spring lines are designing purses with space for the new ration tokens which go into effect Feb. 27th. There will be 2 billion ration tokens distributed, dime-size, in plastic and base metal.	O.P.A. ORDER	ALL OVER UNITED STATES
Sunday Feb. 27	VICTORY CONGRESS OF BEAUTY AND FASHION At the 13th Annual N. Y. C. Hairdressers' and Cosmetologists' Convention, hairdressers will compete for the best coiffure for women in the Armed Services and war plants. Well-known authorities will judge the winner. 2000 hairdressers expected to attend. A fashion show takes place on Sunday night, Feb. 27. Publicity: Billie Gould, MU. 2-9085.	VENIDA ANNUAL HAIR- DRESSERS' CONTEST	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Feb. 28 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY The Lil Picard Collection. Press by invitation. Publicity: Karen Hollis, Vol. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
Feb. 28	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
Monday Feb. 28 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Contact: Alice Orovan, RE. 7-3767. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	ALICE OROVAN (23 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Feb. 28- Mar. 3	NEW YORK GIFT SHOW A wide-range display of available giftwares and decorative accessories. Staged at 2 hotels because of huge crowds anticipated. Buyers and trade invited. George of Little Management, AS. 4-3161.	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL NEW YORKER HOTEL
Feb. 29	MILGRIM'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
Tuesday Feb. 29 1:00 P.M. Luncheon	MILLINERY AT LUNCHEON FASHION SHOW Erik feels strongly that Green is a leading spring color around which many hats in this collection are designed. Open to public. Press by invitation. Luncheon a la carte. Contact: Erik of Paris, PL. 3-6607. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ERIK OF PARIS (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 29	NEW INTERIOR DESIGNED BY DOROTHY DRAPER First time Dorothy Draper, decorator, has designed a store interior. There will be a formal opening ceremony with lots of fanfare. Publicity: Rosemary Sheehan, CO. 5-3147.	KERR'S DEPART- MENT STORE	OKLAHOMA CITY, OKLAHOMA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 29,	ANNUAL MEETING	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Mar. 1	Program now in preparation; details as soon as speakers and subjects are established. Contact: Chas. Blaine, 1627 K St. N.W., Washington, D.C.		
Mar. 1	HATTIE CARNEGIE'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
Wednesday Mar. 1 9:30 A.M.	PRESS BREAKFAST & SPRING PREVIEW OF FASHIONS	DE PINNA	650 FIFTH AVENUE
	Selective interpretations of Spring in all Fashion departments. Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.		
Wednesday Mar. 1 1:00 P.M. Luncheon	SPRING FASHIONS SEEN AT LUNCHEON	MIRIAM LANDEY (22 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
	Day-dresses, suits and coats to be worn for spring will be presented. Open to public. Press by invitation. Luncheon a la carte. Contact: Miriam Landey, RE. 7-1310. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Mar. 1 3:00 P.M.	SERIES OF GARDEN FORUMS	BLOOMINGDALE'S	GREEN HOUSE 7TH FLOOR
Thursday Mar. 2 3:00 P.M., 7:00 P.M.	Spring is on the way and planting time raises a number of questions about the care of gardens, etc. Again, the government, through the C.D.V.O. is interested in getting us to plant as much food as possible. The Greater N. Y. Garden Council will give instruction at these Bloomingdale's Garden Sessions, on "How to make the garden grow." Press and public invited, free. Publicity: Karen Hollis, VO. 5-5900.		
Wednesday Mar. 1- Apr. 15	4TH ANNUAL SEWING CONTEST	NATIONAL NEEDLE- CRAFT BUREAU	ALL OVER THE COUNTRY
	The purpose of this contest is to encourage creative design and careful sewing of clothing. First there will be local winners and later, national winners in the finals to be held in the latter part of May. National war bond prizes will be given and national winners will be announced at a press party and fashion show early in June; plans to be announced later. There will be newspaper, magazine, and radio tie-ups and country-wide store co-operation. Entry blanks will be found in stores' fabric and pattern departments. Publicity: Gwen McKenna, EL. 5-5580.		
Wednesday Mar. 1	OPENING RED CROSS WAR FUND DRIVE	1944 RED CROSS WAR FUND	ALL OVER THE COUNTRY
	Plans being made now in department stores all over the country to cooperate with the Red Cross in the opening of the 1944 fund raising campaign. In N.Y. the Apparel industry has pledged cooperation. Leaders of the industry are acting as chairmen in about 30 branches of men's and women's apparel. Any store wishing to collaborate, please call Mrs. Harry Rosenblatt, Chairman, Apparel Section of the Red Cross Commerce and Industry Committee, BR. 9-2104.		
Mar. 2	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS. See page 3 for details.		
Thursday Mar. 2 10:30 A.M.	PRESS PREVIEW; SPRING FASHION COLLECTION	HENRI BENDEL	SALON 10 WEST 57TH STREET
	This is the annual Spring Collection of Bendel Originals. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 6 1:00 P.M. Luncheon	EASTER HAT FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publ.: Mildred Kaldor, WI. 7-9600. St. Regis Publ.: M. A. Rice, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 6	EXHIBIT: HIGH SCHOOL ART 12,000 entries of 15 different classifications of art, including oil, charcoal, photography, hand prints and battle front art work, all done by high school students; awards will be given on Monday, Mar. 13th for the best pieces of art. Publicity: Miss Raices, CH. 4-2000.	R. H. MACY & CO., INC. AND SCHOLASTIC MAGAZINE	7TH AVENUE BUILDING 5TH FLOOR
Monday Mar. 6- Mar. 18	42ND ANNUAL TOY FAIR For further information, Contact: Mr. H. D. Clark, GR. 5-6686.	TOY MFRS. ASSN. OF U.S. (200 FIFTH AVENUE)	McALPIN HOTEL AND SHOW- ROOMS AT 200 5TH AVENUE & 1107 BROADWAY
Tuesday Mar. 7 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Mar. 8 1:00 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Dein Bacher Publ.: Miss Davis, PL. 8-0221. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DEIN BACHER (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
Sunday Mar. 12	NATIONAL SPRING RETAIL MILLINERY WEEK	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY
Monday Mar. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Spring Originals with the characteristic Collins' flair. Open to public. Press by invitation. Luncheon from \$1.85. Contact: Harry Collins, PL. 3-9403. St. Regis Publ.: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	HARRY COLLINS (647 5TH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Mar. 13	PUBLICATION DATE: "GOODBYE MR. CHIPPENDALE" This is a first-rate debunking job of antiques, a kind of "Fashion is Spinach" about furniture. Traffic in precious antiques is described as patronage of the rubbish heap of Europe, snapped up by us rich Americans. Sure to anger antique dealers, but nevertheless, a provocative and forward-looking point of view. Well worth reading. Publicity: Margaret Carson, MU. 2-2055.	ROBSJOHN-GIBBINGS ALFRED KNOPF	ALL BOOK DEPARTMENTS
Monday Mar. 13- Mar. 15 Fashion Show Mar. 14 8:30 P.M.	POST-WAR BEAUTY CONVENTION Theme of this show is how women will convert from war work to civilian beauty again. There will be events all day, including classes in coiffures as related to faces and fashions. Exhibits of all kinds, plus a coordinated fashion show of spring Hats and Accessories as styled to faces and hair. Open to members of trade and press. Publicity: A. Gail, CI. 7-6432.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
Tuesday Mar. 14 1:00 P.M. Luncheon	DRAMATIC FASHION SHOW OF HATS There is always showmanship in a Florell millinery presentation. Open to public. Press by invitation. Luncheon a la carte. Florell Publicity: Mr. Fredericks, PL. 5-0895; Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Mar. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Between Wednesday Mar. 15-20	MOLYNEUX COLLECTION ADDED TO SPRING ORIGINALS Contact: Victor Pincus, PL. 8-2014.	VILLA-ZIGMUND	18 EAST 50TH STREET
Thursday Mar. 16 1:00 P.M. Luncheon	SPRING SHOWING: FURS, HATS AND ACCESSORIES A spring collection featuring careful needlework and exclusive fabrics in custom-made originals and hand-made pure silk blouses. Also, a small collection of ready-to-wear costumes, furs, hats and accessories, all by Stein & Blaine. Open to public. Press by invitation. Luncheon \$2. Publicity: Alma Zaiss, PL. 3-1740.	STEIN & BLAINE (15 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND ENTERTAINMENT This includes a fashion show, directed by Ann Lauren, with models by Charles Armour, William Bloom, Anthony Blotta, I. J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Tickets from \$1.10-\$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300. <i>Dancing after see show</i>	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Monday Mar. 20 1:00 P.M. Luncheon	SPRING DRESS FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon from \$1.85. Contact: Mimi Tuthill, PL. 3-8259. St. Regis Publicity: Mary Alice Rice, Director of Fashion Shows PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Mar. 21 1:00 P.M. Luncheon	SPRING FASHION PRESENTATION Spring and Summer prints, town suits, pure silk shantungs and dinner clothes. Open to public. Press by invitation. Luncheon a la carte. Peggy Roth Publ.: Rosemary Sheehan, CO. 5-3147; Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	PEGGY ROTH (400 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Mar. 22 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Sportswoman Publ.: Miss Miller, PL. 3-2544. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	SPORTSWOMAN, INC. (25 EAST 53RD ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Mar. 23 1:00 P.M. Luncheon	ATTRACTIVE SPRING COSTUMES FEATURED The fashion press and public will review a wonderful collection of original Spring fashions at this luncheon showing. Press by invitation. Luncheon, \$2. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300; Plaza Publ.: Alma Zaiss, PL. 3-1740.	JAY THORPE, INC. (24 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Tuesday Mar. 28 1:00 P.M. Luncheon	PRESENTATION OF CRISP SUMMER COTTON FASHIONS Early summer play and town clothes of high fashion cottons, designed by Zachary Bogart. Open to public. Press by invitation. Luncheon a la carte. Cotton Shop Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP (543 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Mar. 29 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon a la carte. Kathleen Publ.: Mrs. Oliver Hoyt, VO. 5-3464. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	KATHLEEN, INC. (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Mar. 29	26TH ANNUAL CONVENTION AND DINNER	NATIONAL KNITTED OUTERWEAR ASSOCIATION	ASTOR HOTEL B'WAY AT 44TH STREET
Tuesday Apr. 4- Apr. 6	NATIONAL SALES PROMOTION CLINIC This looks like a big-scale conference, attracting country-wide store pro- motion, advertising and publicity men. Also, radio and newspaper execu- tives who turn up wherever they scent retail store advertising. There will be open forum discussions between store and newspaper representatives, dis- cussions on window displays and the place of radio as an advertising med- ium. Publicity: Edw. S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	NETHERLAND PLAZA HOTEL CINCINNATI, OHIO
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE This is to please the N. Y. Shoe Market which will join in providing the retail shoe industry with a concentrated Fall Market Week. This will en- able quality firms to present a full-bodied display of better shoes and thus also establish shoe styles for the entire country. More details when the schedules for the Fall Market Week are announced.	ST. LOUIS SHOE MFRS. & NEW ENGLAND SHOE & LEATHER ASSOCIATION	McALPIN HOTEL 34TH ST. & BROADWAY
Tuesday Apr. 18 1:00 P.M. Luncheon	BRIDAL TROUSSEaux AND LINEN'S FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Friday Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Details later, when announced. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday May 2 1:00 P.M. Luncheon	BODY MAKE-UP FOR BARE FASHIONS With summer bathing beaches in mind, this luncheon show will demonstrate the kinds of cosmetics the new bare fashions require. Open to the public. Press by invitation. Luncheon a la carte. Jay Thorpe Publicity: Murrow McCurnin, CI. 7-4300. Ritz Publ.: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 9 1:00 P.M. Luncheon	<i>Bridal Gift</i> SILVER ACCESSORIES FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jensen Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration, emphasizes the role of cotton in peace and war. It's slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton in war, with emphasis on the new plastic finishes, water-repellant, flameproof and weather-resistant finishes for troop uses, and other exciting developments in cotton fabrics. More details later. To tie-in contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday.....OPENING: GILBERT & SULLIVAN REPERTORY, AMBASSADOR THEATRE, 215 WEST 49TH  
 Feb. 11 First performance, "Mikado". Cast includes Florenz Ames, Robert Pitkin, Roland Partridge and others. Future operettas Mon. Feb. 14-15, "H.M.S. Pinafore" and "Trial by Jury"; Thurs. Feb. 17-18, "Pirates of Penzance" and "Cox and Box"; Mon. Feb. 21, "The Gondoliers"; Tues. Feb. 22, "Iolanthe"; Fri. 25, "Patience". Publicity: C.P. Grenaker, CI. 6-9500.

Friday.....PREMIERE: "IN OUR TIME" (Movie) STRAND THEATRE, BROADWAY AT 47TH ST.  
 Feb. 11 A Warner Bros, war-time picture with Polish background, starring Ida Lupino, Paul Henreid, Nancy Coleman and others. Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 5-1000.

Friday.....MILLION DOLLAR WAR BOND SHOW ROXY THEATRE, 7th AVENUE AT 50TH ST.  
 Feb. 11 Combining all the "in person" stars in Paramount, Music Hall, Strand, 12:00 P.M. State, Capitol and Roxy Theatres plus other Broadway stars, a midnight  
 Midnight show will be held at the Roxy to raise 4th War Loan Bond Sales. The 6,000 seats in the Roxy Theatre will be given, free, to each purchaser of bonds from \$25. and up. Seats at other leading movie theatres will also be available with each bond purchase. Publicity: Homer Harmon, CI. 7-6000.

OPERAS FOR THE COMING WEEK, METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET

Feb. 12....."Norma". Matinee performance. Cesar Sodero conducting.  
 Sunday ....."Gala Program", sponsored by the Trades Union Division National Labor  
 Feb. 13 Committee for Palestine. Excerpts from "Pagliacci", "Barber of Seville",  
 8:30 P.M. "Carmen" and "Prince Igor".  
 Monday.....Gounod's "Faust", with the Metropolitan Ballet. Wilfred Pelletier con-  
 Feb. 14 ducting.  
 Tuesday....."Die Walkeure", with Helen Traubel and Lauritz Melchior. George Szell  
 Feb. 15 conducting.  
 Feb. 16....."Rigoletto", with Lawrence Tibbett and Jan Peerce.  
 Feb. 18....."Pelleas et Melisande", with Lawrence Tibbett and Mme. Sayao.  
 Feb. 19....."Der Rosenkavalier", with Nadine Connor and Emanuel List. (Matinee)  
 Feb. 19....."Carmen" (Popular Prices), with Lily Djanel, Annamary Dickey. Sir Thomas  
 8:00 P.M. Beecham conducting.  
 Metropolitan Opera House Publicity: Constance Hope, PL. 3-3390.

Monday.....SPECIAL SCREENING: "THE NEGRO SOLDIER", (Movie) FOX PROJECTION RM., 444 W.50  
 Feb. 14 This picture was produced by the U.S. Signal Corps, and it runs 42 minutes.  
 2:45 P.M. It portrays the role of a Negro in the U.S. Army with past contributions and historical sequences of Negro troops in other wars and captured enemy films. Contact: War Dept., Public Relations.

Wednesday...NEW SHOW: WEDGWOOD ROOM, WALDORF ASTORIA HOTEL, PARK AVE. AT 50TH STREET  
 Feb. 16 Gracie Fields, Leo Reisman and orchestra and Mischa Borr and his band.  
 Publicity: Ted Saucier, EL. 5-3000.

Wednesday...LECTURE: ANNE O'HARE McCORMICK TOWN HALL, 123 WEST 43RD STREET  
~~Feb. 16~~ Mrs. McCormick, Editor, N.Y. Times, will talk on "War Today." Mrs. McCormick is one of the Town Hall Wednesday lecturers, in the series of 12.  
 Price for series, \$10 or \$12. Contact: Town Hall, WI. 7-5800.

Wednesday...PREMIERE: "PASSAGE TO MARSEILLE", (Movie) HOLLYWOOD THEATRE, B'WAY AT 52ND  
 Feb. 16 A Warner Brothers Picture starring Humphrey Bogart, Michele Morgan and Claude Rains. Concerned with the French underground and persons escaped from Devil's Island. Publicity: Eve Siegel. CI. 6-1000.

Sunday.....COCKTAIL PARTY TO HELP SPANISH REPUBLICANS, PIERRE HOTEL, 61 ST. AT 5TH AVE  
 Feb. 20 Under the auspices of the Anti-Fascist Refugee Committee. Outstanding talent. Admission \$2.50. For Tickets, write to A.F.R.C., 290 Lexington Avenue.  
 4-7 P.M.

Monday.....PRESENTATION: "TOSCA" and "CARMEN", N. Y. CITY CENTER, 135 WEST 55TH ST.  
 Feb. 20 "Tosca" will be sung by Dusolina Giannini and directed by Laszlo Halasz.  
 Sunday....."Carmen" will be sung by Jennie Tourel. Prices, \$1.10-\$2.20 top.  
 Feb. 21 Publicity: Jean Dalrymple, MU. 5-3114.